



**COMMISSION ON
PUBLIC RELATIONS
EDUCATION**

CELEBRATING 50 YEARS

2024

ANNUAL

REPORT

Committed to advancing excellence in public relations education and the industry worldwide

2024 IN REVIEW

As we begin 2025, our focus remains on research that provides benchmarks, standards, and guidelines for public relations education. In developing and promoting this research, its recommendations and resources, we work to build bridges between public relations education and the profession through dialogue and collaboration. We hope that our efforts serve to foster diversity, inclusion, equity, ethics, and increase global perspectives in public relations.

During 2024, we focused on the promotion of our 2023 Signature Report on Undergraduate Education, "Navigating Change." Through the efforts of our member organizations and committee members, we have worked to raise awareness, engage new audiences, and plan for future research. We are excited about the new research and promotion that will continue to make the work of the Commission on Public Relations Education so valuable and exciting to academia and to the profession.

Co-Chairs for 2024

Julie O'Neil, Ph.D., APR
Gary McCormick, APR, Fellow PRSA





2024 COMMITTEE WORK

Research Co-Chairs: Emily Kinsky and Adrienne Wallace

International Chair: Katerina Tsetsura

Practitioner/Educator Collaboration Co-Chairs: Debbie Davis and Mary Ann Pearson

DEI Co-Chairs: Katie Place and Rosalynn Vasquez

Governance Chair: Douglas Cannon

Nominating Chair: Maria Russell

Promotion and Communications Co-Chairs: Chris Brathwaite and Jeff Wilson

Fundraising Co-Chairs: Gary McCormick and Deborah Silverman

RESEARCH

Our Research Committee has undertaken the initial research and design for a Graduate Education Report. They are currently collecting research from both practitioners and educators for this project. In addition, they are moving forward with research to determine the impact of CPRE reports on academia and the industry to better direct the Commission research activities.

The research panel, comprised of practitioners that have self-identified as being interested in participating in research projects, has been updated and will be offered for use to academics in the coming year.

INTERNATIONAL

The International Committee has focused on the importance of disseminating findings from the latest Commission Report through translations for international audiences, including the necessity of paid translation work to ensure quality and accessibility, advocating for fair compensation for graduate students and professionals involved in the process.

A key focus will be incorporating global public relations practices into U.S. education and the need for a unified approach to address common challenges. In addition, the Committee is working to organize a session at the World Public Relations Forum in Indonesia to discuss the report.

PRACTITIONER/EDUCATOR COLLABORATION

The practitioner/educator collaboration committee partnered with the Institute for Public Relations to host a webinar, "Navigating Change: Recommendations for Advancing PR Education." Amiso George, Chuck Lubbers, and Kim Sample discussed research from "The Future of the Workforce" chapter of the 2023 Signature Report.

DEI

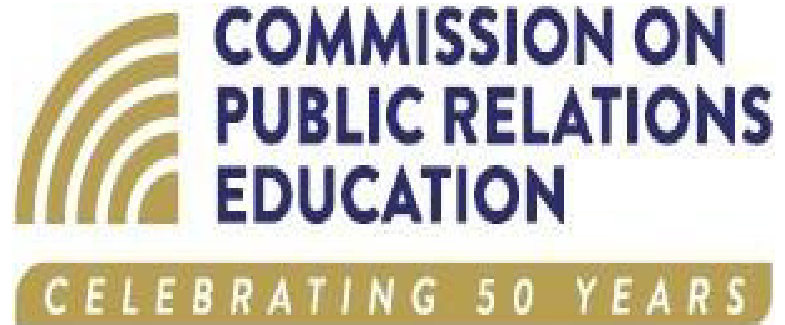
In 2024, the DEI Committee compiled a list of online DEI resources and promoted the content through a series of social media posts. In addition, they presented a panel on DEI pushback in the PR classroom and the impacts that have resulted from changes in how DEI is perceived and implemented. They are currently developing plans for a research project that will take a closer look at DEI pushback in higher education and the implications for this in the PR industry, collaborating with the AEJMC PRD-DEI.

GOVERNANCE

Over the last year the Commission's Governance Committee has reviewed and suggested revisions to the Bylaws and new Policies and Procedures for the organization to align with its new 501(c)3 status. During that process, they created and proposed a new, detailed nominating process, created leadership criteria and required application materials. A recommendation has also been forwarded to the Board to consider creating a Membership Committee to provide for ongoing leadership as well as identifying new Member Organizations and individuals interested in serving on Commission committees.

NOMINATING

Following a comprehensive nominating process developed by Governance that aligned with new Bylaws, incorporated best practices and established leadership criteria for candidates, the Nominating Committee implemented a streamlined election process, resulting in 64.5% voter turnout and the election of Dr. Pamela-Bourland-Davis as Vice Chair, Dr. Deborah Silverman as Secretary, and Dr. Adrienne Wallace as Director-at-Large for 2025-2026. Recommendations for Bylaws revisions and new nominating policies were also submitted to the Board for review.



2024-2027 Strategic Plan

Overarching Goals

- Improve Management and Operations
- Raise Awareness of CPRE and its Research
- Develop Membership Strategy for Engagement/Value
- Develop Partnership Strategy for Promotion/Funding



Rosalynn Vasquez, Sheryl Battles, Joe Stabb, Katie Place and Nneka Logan present on DEI in the classroom at the PRSA Educators Academy in October 2024.

Goal #1

Achievements

Improved Recordkeeping

- IPR gifted annual subscription to Box providing more secure storage and access

Governance Updated

- New Policies and Procedures developed
- Bylaws updated

Website Improvements

- Site redesign completed
- Pro bono work provided by IPR and 8THIRTYFOUR to increase usability

Future Leadership Recruitment

- Comprehensive nomination procedures developed for future leadership recruitment

IMPROVE
MANAGEMENT
AND
OPERATIONS

RAISE AWARENESS

Goal #2 Achievements

Communications & Promotion Committee has continued to promote CPRE on LinkedIn



Successful DEI amplification, including panel at ICON PR Educators Academy; promotion of 72-page DEI resources, student DEI content creation, and promotion of DEI is Good for Business initiative by PR Council



CPRE will partner with a student communication agency at the University of Kansas in spring 2025 to provide a more strategic approach, increased branding and continuity

Goal #2 Achievements



15 presentations
to 11 different
groups



2 podcasts



5 published
research
articles



2 international
translations of
report news
release

Raise Awareness



Currently conducting research to identify content analysis and requirements for upcoming Graduate Education Report



Planning research on CPRE impact on academia and public relations industry



Developing research on addressing DEI legislative changes among faculty and university administrators

GOAL #2 ACHIEVEMENTS

22 member organizations participated in four quarterly meetings

Mission and activities of these organizations shared to better understand the role CPRE can play in their efforts

Outreach to leadership in member organizations to determine how CPRE can better deliver value



CPRE representatives prepare for their 2024 annual meeting. Some representatives met in person at Cal State Fullerton, while others attended via Zoom.

DEVELOP
MEMBERSHIP
STRATEGY
FOR
ENGAGEMENT

Goal # 4 Achievements

50th ANNIVERSARY SPONSORS

Several individuals and organizations stepped up to support the Commission celebrate its 50th year and the publication of its Undergraduate Report, "Navigating Change." This not only provided funding for both events, but was managed to provide ongoing engagement and funding from these sponsors.

2023 Funding – 50th Anniversary – "Navigating Change" Undergrad Report

Title Sponsor - The Weiss Family Trust, Audra and Jim Weiss

Golden Anniversary Event Sponsor - The Grossman Group, David Grossman

Initial Research and Development Sponsor - PR Council

Future of Education Sponsors - Chapter Sponsors (over 3 years)

- The Grossman Group, David Grossman, APR, Fellow PRSA (Chapter: Future of the Workplace)
- M Booth (Chapter: Data Insights and Strategy)
- Omnicom (Chapter: Diversity, Equity and Inclusion)
- University of Florida, College of Journalism and Communications, Department of Public Relations (Chapter: PR as a Driver of Social Change)

2024 In-Kind Sponsorships

During 2024, two organizations provided invaluable pro-bono support to the Commission delivering services without requiring us to use important funds to support the initiatives.

- **The Institute for Public Relations** - Provided website and administrative support, as well as underwriting a Box subscription for document management
- **8THIRTYFOUR** - Provided website redesign and support

Navigating Change: Recommendations for Advancing Undergraduate Public Relations Education The 50th Anniversary Report



Editors

Elizabeth L. Toth

University of Maryland, College Park

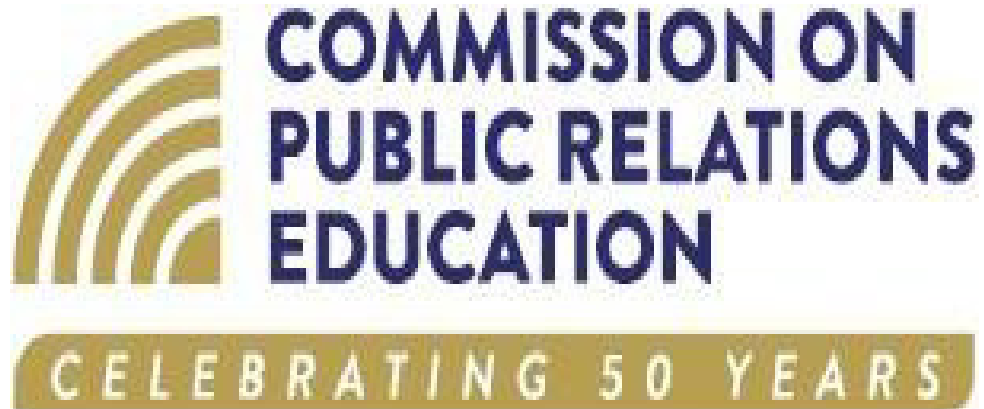
Pamela G. Bourland-Davis

Georgia Southern University



PARTNERSHIP/
FUNDRAISING

GOAL #4 FUNDING



As outlined in our expectations of Member Organizations and their Representatives, the Commission provides the following Guideline for Giving:

- Each member organization is asked to consider an annual gift of \$500 or greater.
- Each individual CPRE representative is asked to consider a personal donation of \$100 annually.

We want to thank the following for their support, which enables us to pursue research projects, host educator/practitioner forums, promote our work, and maintain our 501(c)3 status.

MEMBER ORGANIZATIONS

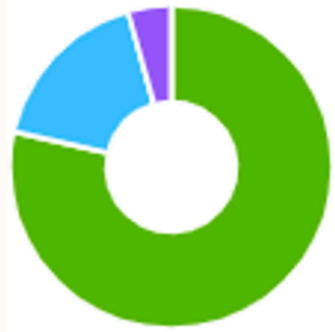
- The International Association of Business Communicators
- Arthur W. Page Center

REPRESENTATIVES/INDIVIDUALS

- Adrienne A. Wallace
- Anthony D'Angelo
- Chris Brathwaite
- Debbie Davis
- Deborah Silverman
- Douglas Cannon
- Gary McCormick
- Gemma Puglisi
- John Paluseck
- Julie O'Neil
- Kathleen Rennie
- Maria Russell
- Matthew Tidwell
- Mickey Nall
- Neil Foote
- Pamela Bourland-Davis
- Sabine Einwiller
- Spiro Kiouis
- Stacey Smith

FINANCES

\$5,808



- Donations directed by individuals
- Services
- Corporate & foundation grants

\$4,099



- Salaries & wages
- Accounting fees
- Payroll Processing Fee
- Meals and Catering
- Stipends

Account summary

Beginning balance on December 1, 2024	\$24,569.32
Deposits and other credits	400.00
Withdrawals and other debits	-46.00
Checks	-0.00
Service fees	-0.00
Ending balance on December 31, 2024	\$24,923.32

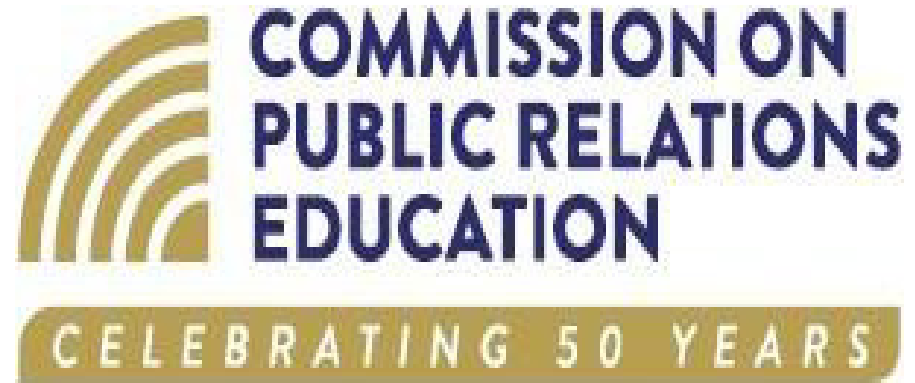
Profit and Loss

Commission on Public Relations Education Inc.
January-December, 2024

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Account	Total
Income	
Contributed income	
Corporate & foundation grants	\$250.00
Donations directed by individuals	\$4,558.47
Total for Contributed income	\$4,808.47
Services	\$1,000.00
Total for Income	\$5,808.47
Cost of Goods Sold	-
Gross Profit	\$5,808.47
Expenses	
Contract & professional fees	
Accounting fees	\$711.65
Stipends	\$235.69
Total for Contract & professional fees	\$947.34
Meeting and event expenses	
Meals and Catering	\$283.38
Total for Meeting and event expenses	\$283.38
Office expenses	
Bank fees & service charges	\$72.84
Total for Office expenses	\$72.84
Payroll expenses	
Employee Insurance	-\$12.84
Payroll Processing Fee	\$552.00
Payroll taxes	\$212.91
Salaries & wages	\$1,812.00
Total for Payroll expenses	\$2,564.07
QuickBooks Payments Fees	\$7.48
Total for Expenses	\$3,875.11
Net Operating Income	\$1,933.36
Other Income	-
Other Expenses	
Ask My Accountant	\$223.63
Total for Other Expenses	\$223.63
Net Other Income	-\$223.63
Net Income	\$1,709.73



2024 Board of Directors



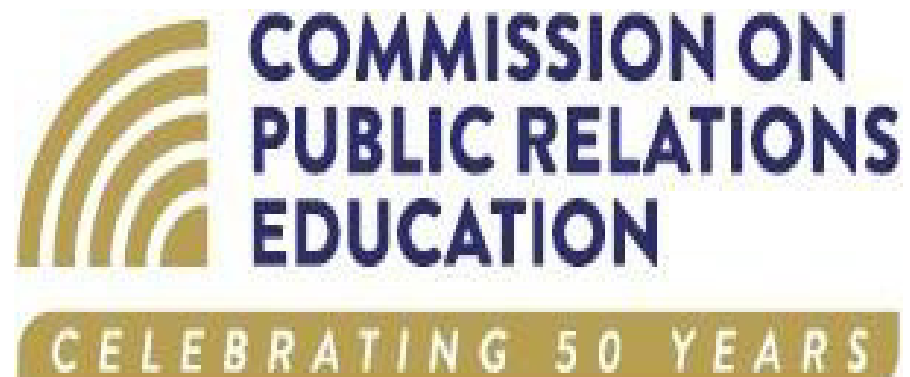
Matthew Tidwell, Director



(l to r) Chris Brathwaite, Vice Chair; Julie O'Neil, Co-Chair; Maria Russell, Immediate Past Chair; Gary McCormick, Co-Chair; Deborah Silverman, Secretary; and Neil Foote, Treasurer

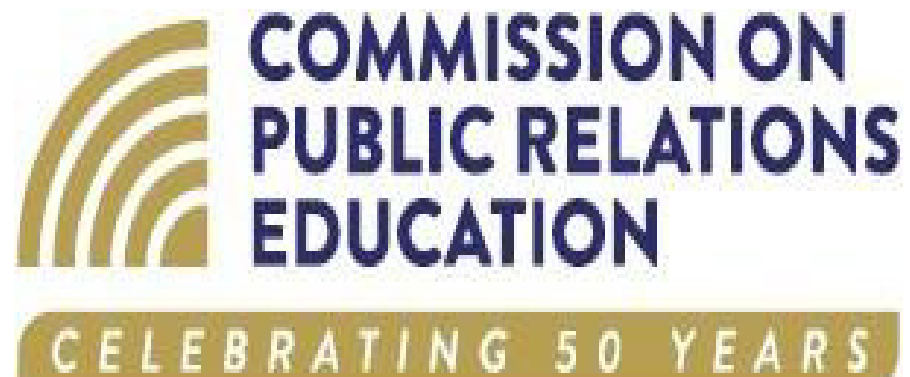


Adrienne A. Wallace, Director



Any organization whose mission is to serve public relations practitioners or educators is welcome to apply for membership on the Commission. Those membership organizations promote the Commission's mission, sharing resources within their own organization, and actively participating in helping the Commission achieve its stated initiatives.

- Arthur W. Page Center - Denise Bortree and Stephanie Madden
- Arthur W. Page Society - Sheryl Battles and Rachel Richelieu
- AEJMC/Public Relations Division - Kenneth Plowman and Hongmei Shen
- Canadian Public Relations Society - Holly Cybulski and Rai Rashpal
- Chartered Institute of Public Relations - Anne Gregory and Susan Kinne
- European Public Relations Education and Research Association - Anca Anton and Sabine Enwiller
- Global Alliance for Public Relations and Communication Management - Justin Green and Wole Adamolekun
- Institute for Public Relations - Tina McCorkindale and Geoff Curtis
- International Association of Business Communicators (IABC) - Debbie Davis and Matthew Tidwell
- International Communication Association Public Relations Division - LaShonda Eaddy



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- Journal of Public Relations Education - Pamela Bourland-Davis and Adrienne Wallace
- National Black Public Relations Society - Neil Foote
- National Communications Association Public Relations Division - Anna Klyueva and Chelsea Woods
- Plank Center for Leadership in Public Relations - Karla Gower
- PR Council - Kim Sample and Rebecca Honeyman
- PRSA College of Fellows - George Amiso and Brook DeWalt
- PRSA Foundation - Aerial Ellis
- Public Relations Society of America - Angela Eveillard and Jeff Wilson
- PRSA Educators Academy - Melody Fisher and Mary Ann Pearson
- PRSA Educational Affairs Committee - Doug Cannon and Mickey Nall
- The Museum of Public Relations - Shelley Spector and Cayce Meyers
- Universal Accreditation Board - Kristie Aylett and Marlene Neill

AT-LARGE / PAST CO-CHAIRS COUNCIL

In addition to member organizations, two other groups have made major contributions to the Commission's Work:

At-Large Representatives - These individuals do not represent a member organization, but serve as liaisons to the community of public relations educators and practitioners. Many of these individuals have served as committee chairs and have done significant work to further our mission.

The Past Co-Chairs Council is made up of former Commission Co-Chairs, who now serve in an advisory capacity to the Commission's Board of Directors.

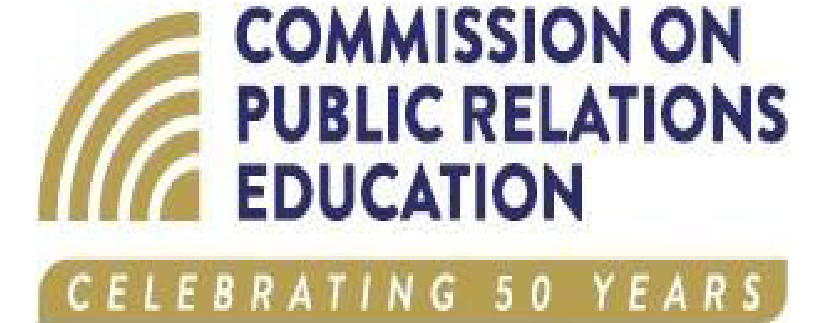
2024 At-Large Representatives

- Kathleen Donohue
- Michele Ewing
- Emily Kinsky
- Spiro Kiouisis
- Abbigail Lewis
- Katie Place
- Gemma Puglisi
- Hilary Fussell Sisco
- Katerina Tsestsura
- Rosalyn Vasquez

Past Co-Chairs Council

- Anthony D'Angelo
- Marcia DiStaso
- Del Galloway
- Karla Gower
- Dean Kruckenberg
- Kathleen Lewton
- Frank Ovaitt
- Jean Valin
- John Paluszek
- Judith Phair
- Stacey Smith
- Elizabeth Toth

2025 GOALS



- Develop Communications Plan
- Speakers Series Between Educators and Practitioners
- New Graduate Program Research
- Ongoing Conference Presentations

Build Awareness

Engagement & Value

- Orientation Sessions with New Representatives
- Continue Member Organization Presentations at CPRE Meetings

- Secure Sponsorship for CPRE Research Panel
- Secure Sponsors for Speaker Series
- Secure Sponsorship for Graduate Education Research

Promotion & Funding

Improve Operations

- Update and Amend Bylaws
- Finalize Policies and Procedures
- Migrate Files to More Secure System